

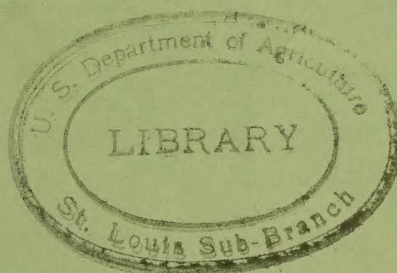
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UNITED STATES DEPARTMENT OF AGRICULTURE
Rural Electrification Administration
Washington

Reserve

THE "PACKAGE UNIT" PLAN ON
WATER SYSTEMS AND PLUMBING
for
MEMBERS OF REA COOPERATIVES

THE METHOD AND ORDER OF PROCEDURE



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UNITED STATES DEPARTMENT OF AGRICULTURE
BUREAU OF PLANT INDUSTRY
WASHINGTON, D. C.

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1. Mail a copy of the "Outline of the Plan" or of the Summary pages to each Board Member, together with a letter advising that the matter should be acted on by the Board at the earliest possible date.
2. In order that you may have your ideas as clearly formulated as possible and in order that you may know in advance the extent to which you are to have the cooperation of other agencies, it is suggested that before presenting the program to your Board of Directors that you call on the County Agents, the Home Demonstration Agents, and such Sanitary Commissioners and Health Officials as are available. Go over the Plan with them. (See Special Page of Suggestions on this point.) It may be well to get their suggestions on the following:
 - a. Names of farm men and older farm boys who would probably be available and suitable to work as "Helpers."
 - b. Names of Members who in their opinion want a fairly complete water system and plumbing installation and who would be likely to cooperate in permitting their installation to be used as one of the Demonstration Installations.
 - c. Meetings which they have scheduled over a period of sixty or ninety days at which the program could be explained by them on the basis of notes to be furnished to them by you.
 - d. Free dates, if any, on which they can attend county-wide meetings or community meetings of Members.
 - e. Discuss the proposed "Album Contest" with them.
 - f. Ascertain if they know an appropriate person to act as "Coordinator" (see duties listed and attached to "Outline of the Plan" and tentatively talk the matter over with such a prospect or prospects, if available.)
 - g. The REA Representative will discuss, or will have already discussed with you, the matter of Septic Tanks and if other local agencies with or without the collaboration of the Portland Cement Association or their cooperating dealers, are going to shoulder or share responsibility for Septic Tank construction and instruction, this should be discussed and tentative plans outlined as far as possible in order that on this point also you may fully advise your Board of Directors on details of the program contemplated.
3. Present the Plan and Program to the Board of Directors, making clear to them the following points:
 - a. The procedure for obtaining low prices on water systems and plumbing.
 Note: Explain to the Board that the "Selection Sheets" already on hand provide for prices considerably lower than have been available in the past; that the "Package Unit" method of listing the fittings and accessories and the picturing of equipment, so priced with freight paid, as well as the illustrating of bathroom arrangements with list of required materials for drainage, are all desirable and helpful to the membership.
 - b. The method contemplated for showing the Members how to install their own plumbing and systems through Demonstration Installations.

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c. The method to be followed for the training of "Helpers" who will thereafter be available to assist members in making their own installations with a view to thus providing the member with intelligent help at costs far below the usual charges.

4. The procedure for financing:

a. The expense of supervising, coordinating, and promoting the activity. Note: It is suggested that for this purpose, a \$2.00 participation fee or a small percentage, certainly no more than 5%, be added by the cooperative to the total cost of the material and equipment purchased by the Member.

b. The deferred payment contracts of Members approved by the Credit Committee (a committee which, if not already established, should be set up at once by action of the Board) and for which funds will be made available by special allotment by REA.

Note: You should have prepared in advance an estimate of the number of installations which can be made within the next six months and the probable total of the financing which will be required. This estimate should be discussed with and by the Board and a formal request for an allotment should be made at once in an appropriate amount sufficient to cover sales on that basis. This should be by formal Resolution of the Board and a copy of that Resolution duly certified to be such, should be forwarded at once to the Applications and Loans Division of REA.

Very shortly, you will receive definite instructions as to how to obtain advances against the allotment and instructing you also how to handle the matter of Conditional Sales Contracts which hereafter will probably be retained by you and a certified list of them sent in to REA from time to time for accounting purposes and as a basis for further advances against the allotment.

5. You will have already discussed with the County Agent and Home Demonstration Agent the matter of a children's Contest on Water Systems, sometimes referred to as the Album Contest or the School Contest, and will have some definite ideas as to whether or not, and how, such a contest might well be conducted on your system. You should present this matter to the Board, explaining to them that the idea back of the contest is to develop conversation and interest in running water around the family circle; and that children of grammar school age, as differentiated from older children, are brought into the contest in order that the maximum amount of assistance will be requested by them of their parents who will thus find themselves proving to themselves that running water is important to them.

It would be desirable to read and show to the Board the sample contest rules and presentation which was prepared by the Blue Ridge Membership Corporation of Lenoir, North Carolina, and ascertain the wishes and opinion of the Board with respect to the appropriateness in your locality of a contest of this kind along one line or another. You should also ascertain the extent to which the Board desires to go in expense for this activity. Note: A discussion of this matter with field representatives of REA was had and it was the consensus of opinion that fifty dollars could be justified as a maximum to be expended for this particular activity if appropriate on your system.

6. The probable tools and equipment necessary to be made available on a loan basis to the Members should be read to the members of the Board and authorization for their purchase as required, obtained from the Board.

7. Explain to the Board the necessity for employing a Coordinator with a Plumbing background for a period of from 60 to 90 days or even longer if the membership interest and purchases seem to justify longer employment.

In some cases, it is possible that you already have an Electrification Adviser employed who, by reason of past experience, is qualified to carry on this work.

The duties of the Coordinator, as described in the "Outline of the Plan" given to you, should be read to the Board as a part of this discussion and if you have in mind someone who is available for the work, he should be discussed as a possibility and some decision reached, and authority granted for the employment of such a person with maximum remuneration fixed.

8. Obtain formal approval of your Board of Directors to each specific item to which they give approval. This should be in the form of a Resolution separate and distinct from the one asking for allotment of funds. Copy of this Resolution should be at once forwarded to the Applications and Loans Division of REA.

9. Prepare a newspaper story to all the papers on the action of the Board as to the contest, and arrange with the management to give them a story on Running Water each week. Let him run a special article telling all contestants that over the period of 4 weeks many of the advantages will be found in stories in the paper if they will search them out. He will give you real cooperation on this if done in this way.

10. Send a preliminary Broadside to your members either in a special mailing or if you have a news letter going out at about the right time, headline it in that. It ought to take up a full page, possibly along the lines of the sample attached. "IT CAN'T BE DONE" but "HERE IT IS." This should be followed by a dignified statement of what, briefly is in process and state that training schools will soon be announced and that they will soon be given all the details of the Group Purchase Plan.

11. A definite "feeler" for interest should go out special mailing to each member, 3 days after the mailing of #10 above. Suggested copy for that is attached. It should have a mimeographed card which they can stamp and return to you at their own expense if they are interested. You can figure that your returns on this card will be about one-third of the actual interest and from these returns you can begin to judge where your demonstration schools should be set up.

12. About this time, it will be necessary for the Board to take final action as to Supplier.

13. Select a Coordinator. Refer to suggestions on "The Coordinator, His duties and employment."

14. Set up and complete arrangements with selected members for Demonstration Installation Schools. They should be members who are strategically located on your system and want a fairly complete installation who are willing to let the

1. The purpose of this report is to provide information to the Board of Directors regarding the activities of the company during the year ended December 31, 1964.

2. The Board of Directors is composed of seven members, including the Chairman of the Board, the President, and five independent directors.

3. The company has achieved significant growth during the year, with a 15% increase in sales and a 10% increase in net income.

4. The company has also made significant investments in research and development, resulting in the development of several new products.

5. The company has maintained a strong financial position throughout the year, with a solid balance sheet and a strong cash flow.

6. The company has also made significant contributions to the community, including the establishment of a scholarship fund and the donation of equipment to a local hospital.

7. The company has also made significant investments in marketing and sales, resulting in a 15% increase in sales.

8. The company has also made significant investments in human resources, including the hiring of new employees and the implementation of a new compensation plan.

9. The company has also made significant investments in infrastructure, including the construction of a new manufacturing plant.

10. The company has also made significant investments in technology, including the purchase of new equipment and the implementation of a new computer system.

11. The company has also made significant investments in environmental protection, including the implementation of a new waste management program.

cooperative use their installation as demonstration schools where members will come and learn how to install their own. You may have to share the cost of installation because it will take the plumber who installs it much longer to make the installation than otherwise. The Coordinator should be able to keep a running explanation going to the members of everything that is being done and be able to answer questions that are asked. In some cases, the Coordinator may actually be able to make the installation and explain it as he goes. In one area, the State Board of Health is putting in the Demonstration Installations, using NYA boys as helpers, and furnishing a plumber in each county to do the directing and teaching - all at no charge to the members.

15. Send your preliminary order in for their equipment and ask for telegraphic advice as to date of shipment and probable date of arrival.

16. Send an order to Applications and Loans Division of REA for Conditional Sales Contract blanks.

17. Call for bids on the installation of the systems for the members permitting the use of their Installation for training purposes. (This only in the event you have found no other way in which to have these Demonstration Installations made.) There is no particular advantage in explaining all the details and purposes of the training schools to the Plumbers but no particular disadvantage in doing so. After all, these demonstrations are definitely promotional and the low bidder has a real opportunity. He will need no helper because you will have helpers available. We know they'll be in the way on the first job, but by the third, they'll be doing most of his work for nothing. Remember these are farm men and boys, and they are quick to learn.

18. The day you get notice of Shipment, put out handbills to the membership in every known manner telling the dates and places where the schools will be conducted and inviting them all to select a school and attend. Direct Mail - Newspaper - Automobiles in trading centers - Stores. (See mimeographed sample included in Promotional Packet.)

19. Set up as many community meetings as you can over the project, to which you will invite the members, and at which you will explain the program. Invite specially all possible prospective "Helpers" with the aid of every available agency and through a special call in a card to be sent out to all in the county by the County Agent. Keep these community meetings running about two weeks ahead of the Demonstration Installation to be held in that area. Plan these so that you take your entire system by steps until you have covered it completely.

20. Mimeograph three times as many Introductory pages and "Selection Examples" and "Itemized Selection Blanks" as you have return cards. These will later be stapled to "Selection Sheets" supplied by the manufacturer or other supplier chosen.

Note: Before you have reached this point, additional suggestions will be in your hands. In most cases, you will not need additional suggestions because, by this time, the machinery will be in motion and your own good practical judgment will be better than any suggestions.

Freud, Sigmund.

Autobiography

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(Let me have when
it is returned)

U.S. Rural electrification admin.

...The "package unit" plan on
water systems and plumbing for
members of REA cooperatives. The
methods and order of procedure.

n.d.

Date

Borrower's name

